



Business Objectives, Target Audience, Social Analysis

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Return on investment (ROI)

simply means measuring the profitability of an investment as a ratio between the net profit and cost of investment

How should brands communicate in these new social media outlets?

They must go back to the very beginning of marketing. A market is defined as a place where products are bought and sold

STRATEGIC PROCESS

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One of the most basic strategic processes in marketing is a situation analysis, and one of the most powerful tools in situation analysis is the SWOT analysis. SWOT analysis is a process for identifying an organization's strengths, weaknesses, opportunities, and threats to analyze the internal and external factors impacting success

	Helpful	Harmful
Internal	S Strengths	W Weaknesses
External	O Opportunities	T Threats

Always start with existing or secondary research, but there may be a need for new or primary research to make informed strategic decisions or to ensure objectives are measurable.

Secondary research discovers information previously researched for other purposes that is publicly available.

Primary research is new research to answer specific questions, and can include questionnaires, surveys, or interviews.

- History of the organization
- Product and/or service description
- Current marketing campaign/efforts
- Recent sales/performance history
- Industry overview/trends
- Key competitor actions

Listen with a Social Media Audit

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YouTube united breaks guitars

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Listening in social media is important. The initial step in listening is a social media audit.

A **social media audit** is a systematic examination of social media data. In this phase of social media planning, think of the social media audit as taking a snapshot of all social media activity in and around a brand and then evaluating the information gathered.

It is a social situational analysis that includes both internal company social media actions and external consumer and competitor social media activity.

Social Media Audit Template

Who	Where Channel/Environment	What Content/Sentiment	When Date/Frequency	Why Purpose/Performance	Opportunity 1 = challenge 5 = opportunity
Company					
Consumer					
Competitor					

Data collection and analysis should occur in these key categories: who—company, consumers, competitors; where—social media channel (YouTube, Facebook, Pinterest, etc.) and environment (describe the look and feel); what—type of content (articles, photos, videos, questions, etc.) and sentiment (positive, negative, neutral);

when—frequency of activity (number of posts, comments, views, shares, etc. per day, week, or month); why—purpose (awareness, promotion, complaint, praise, etc.).

Note that the number of rows under each “Who” (company, consumer, competitor) will vary based on the number of brand and competitor social accounts and the number of social media platforms or channels where consumer brand talk is found.





Thank You!

Any Questions?